



POLITICAL STATION Classes of Time 2016

The Station's classes of time are as follows:

P3 – Fixed, non-preemptible. Will air, as cleared, subject only to unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements.

P4 – Preemptible with 72 hours notice. May only be preempted by a spot purchased at the P3 level, or in the event of unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. Make-goods will be offered for preempted spots of this class (see "Makegoods", below). In general, spots in this class have an estimated probability of preemption of about [95]%; candidates should contact the Station for more up-to-date estimates at the time of purchase.

P5 – Preemptible with 48 hours notice. May only be preempted by spots purchased at P3 or P4 levels, or in the event of unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. Make-goods will be offered for preempted spots of this class (see "Makegoods", below). In general, spots in this class have an estimated probability of preemption of about [90]%; candidates should contact the Station for more up-to-date estimates at the time of purchase.

P6 – Immediately preemptible with notice. May only be preempted by spots purchased at P3, P4 or P5 levels, or in the event of unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. We endeavor to offer make-goods for preempted spots of this class of time, but no make-good is guaranteed. IF ANY ORDERED SPOTS ARE NOT AIRED, THE ADVERTISER WILL RECEIVE A CREDIT IF THE SPOT IS NOT OTHERWISE MADE GOOD. In general, spots in this class have an estimated probability of preemption of about [80]%; candidates should contact the Station for more up-to-date estimates at the time of purchase.

P7 – Immediately preemptible without notice. May only be preempted by spots purchased at P3, P4, P5 or P6 levels, or in the event of unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. We endeavor to offer make-goods for preempted spots of this class of time, but no make-good is guaranteed. IF ANY ORDERED SPOTS ARE NOT AIRED, THE ADVERTISER WILL RECEIVE A CREDIT IF THE SPOT IS NOT OTHERWISE MADE GOOD. In general, spots in this class have an estimated probability of preemption of about [70]%; candidates should contact the Station for more up-to-date estimates at the time of purchase.

P8 - Immediately preemptible without notice. May be preempted, at the station's discretion, by any P-code and for any reason, including but not limited to unforeseen circumstances such as technical failure, human error, late-run programming, program changes, or breaking news events. The Station reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. These spots are difficult to clear and are preempted first. We endeavor to offer make-goods for preempted spots of this class of time, but no make-good is guaranteed and Station has wide discretion to provide make-goods when and as time is available. IF ANY ORDERED SPOTS ARE NOT AIRED, THE ADVERTISER WILL RECEIVE A CREDIT IF THE SPOT IS NOT OTHERWISE MADE GOOD. In general, spots in this class have an estimated probability of preemption of about [60]%; candidates should contact the Station for more up-to-date estimates at the time of purchase. Candidates who are interested in P8 scheduling should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemption

Run of Schedule (ROS) Rotators - A form of immediately preemptible time in which the Station has wide discretion to schedule announcements when and as time is available. The Station will air as many ordered ROS spots as possible within the flight dates specified by the advertiser. ROS are subject to preemption for special unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station also reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. If any ordered spots are not aired within the flight dates, the advertiser will receive a credit; no make-goods will be offered for preempted spots in this class of time. In general, spots in this class have an estimated probability of preemption of about [75]%. Candidates who are interested in ROS scheduling should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemption.

Direct Response - Rates are available on request. Direct response spots include a 1-800 number for responses by the viewer and are scheduled to air at the Station's discretion within wide rotations as negotiated with the advertiser. Direct Response spots are subject to preemption for special unforeseen circumstances, including but not limited to, technical failure, human error, late-run programming, program changes, or breaking news events. The Station also reserves the right to recapture fixed time to meet legal obligations such as equal opportunity and federal reasonable access requirements. Make-goods are not available for spots purchased in this class of time.

Programmatic. Available to federal candidates only (no state or local candidates availability this time). A class of time that is purchased via an online proprietary software program. Advertisements purchased through a programmatic system scheduled to air at the Station's discretion within or adjacent to the particular daypart (within a thirty (30) minute period). Or day as specified by the advertiser. The station will make best efforts to clear the spots. Make-goods are not available for spots purchased in this class of time. In general, spots in this class have an estimated probability of preemption of about 25%. Federal candidates who are interested in purchasing through a programmatic system should contact the Station for an explanation of available time periods, rates, and updated estimates of the probability of preemptions.

Rotations other than those shown on our published rate card are available upon request. The Station also airs spots sold through the **CBS** Television Network, to air on multiple stations affiliated with that Network. Please contact the Station for more information.

[With respect to commercial advertisers, It is not the Station's practice to guarantee rating points delivery absent a written agreement. However, the Station may negotiate guaranteed ratings points delivery with advertisers who request such a guarantee. If the Station and the advertiser reach agreement, the result of those negotiations is a written, mutually-agreed upon ratings delivery figure. To qualify for consideration, ratings delivery must be agreed upon, in writing, in advance of the schedule. Any shortfalls of that agreed-upon delivery cannot be calculated until Nielsen publishes its quarterly "ratings survey" results, known in the industry as "sweeps." In such instances, should overall actual delivery fall below the agreed upon estimated delivery, the Station normally airs additional spots to reach the mutually agreed upon level. THE STATION DOES NOT PROVIDE UNDERDELIVERY MAKE-GOODS ON THE BASIS OF OVERNIGHT RATINGS. With respect to political advertisers, because no "sweeps" books will be published during the pre-election period, the Station cannot provide political advertisers with underdelivery make-

goods in accordance with its standard practice. However, the Station will make available to political advertisers the benefits of any underdelivery make-goods provided to commercial advertisers buying time in the same class and time period as political advertisers. Accordingly, the Station will give political advertisers "bonus spots" at the time they purchase spots to compensate them for their risk of underdelivery. If you would prefer to negotiate to purchase time against specified ratings and demographic targets and to receive compensation for underdelivery in another way, please contact the Station. You should be aware that the Station will not provide underdelivery bonus spots scheduled to run after the election to any candidate.

The following individuals will answer questions related to political advertising on KOLD-TV:

Greg Newton, Sales Manager	(520) 744-5241	gnewton@tucsonnewsnow.com	primary contact
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